

The Jordan Brand just recently revealed their latest creating; the XX8. The shoe is scheduled to have a release date of February 16, 2013, with a hefty retail price of $250.00. The XX8 is the lightest Air Jordan to date. With a modern stealth design, Jordan Brand incorporated several revolutionary components to create a basketball shoe with extreme comfort.

The upper portion of the shoe uses a stretch synthetic textile fabric with a performance zipper added support and a simple, clean modern-look. With the upper being one flat plain surface the design possibilities are endless for the shoe. The Jordan Brand can use some extravagant color ways with this shoe. Many design possibilities are beginning to surface.

(Above) “Red Elephant”

(Above) “Bamboo”

The design possibilities are endless.

The Jordan brand revealed “Flight Plate Technology” on the XX8. It is designed to deflect pressure away from the foot. This is accomplished with a carbon fiber moderator plate. Also helping with the lightweight design.

The plate maximizes Nike Zoom Air performance, for quick cuts, and elite responsiveness.

Another innovation that the Jordan Brand revealed was “Dynamic Fit Technology”. It has a mesh inner sleeve that enhances ventilation to the foot.

With straps wrapping up from the mid sole, incorporated in with the laces, it provides maximum lightweight comfort and support, which moves along with the foot.

Though the XX8 may not be as popular with “sneaker heads” due to the focus on basketball performance rather than style, the shoe still sold out in stores the day of the release. The true Jordan enthusiasts look past that and appreciate the shoe for what it is. The Jordan Brand came up with revolutionary technology for this shoe. Making it one of the lightest, most comfortable shoes on the market. One intriguing thing about the shoe is that Jordan brand brought back the use of roman numerals. That aspect has been missing from Jordan shoes for several years, and enthusiasts were glad to see them back. This shoe will change the way basketball shoes are made forever. The possibilities for this shoe are endless. There are so many options for this shoe, we could expect to see different color ways for years to come. The editors here at “Flight Magazine” cannot wait to see what the Jordan Brand does with the XX8.